



Adrian Patrick Lim
Director – Planning and Development
Fragrance Group Limited

Adrian joined Fragrance Group Limited since 2011 and has been deeply involved in the execution of several of the Group's acquisition and developments like Parc Rosewood, Urban Vista, Novena Regency and Kensington Square etc.

Other than handling residential, hotel and commercial projects which are currently under development locally, he is also responsible for the planning and development of the Group's Australian development projects. The projects in Australia covers hotel, residential, commercial developments and spans across Melbourne, Perth and Tasmania.

Prior to joining Fragrance Group Limited, Adrian spent 17 years with the Urban Redevelopment Authority in the Development Control Group. Constantly interacting with Developers, Architects and Engineers, he saw through the development approval of many projects like Vivo City, RWS, Reflections @ Keppel Bay, the Interlace etc.

During his time in URA, Adrian also was integral in the implementation of the Electronic Development Application where the Authorities moved the industry from a conventional paper plan submission and approval process to an electronic environment.

Mr Adrian holds a Bachelor of Science (Hons) in Real Estate and a Master of Science in Project Management from the National University of Singapore as well as a Master of Public Administration from Maxwell School of Citizenship in Syracuse University, NY.